

1M3N25429

(Pages : 2)

Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Third Semester MA Journalism and Mass Communication Degree Examination,
November 2025

MJS3C11– Communication Research

(2022 Admission onwards)

Time: 3 hours

Max. Weightage : 30

Part A**Write short notes on any four of the following. Each question carries 2 weightage.**

1. Percentage analysis
2. Abstracting
3. Mean, Median and Mode
4. Correlation and regression analysis
5. ANOVA test
6. APA style citation
7. Sample V/s Population

(2x4=8 Weightage)

Part B**Write short essay on any four of the following. Each question carries 3 weightage.**

8. Explain the various types of research with relevant examples .
9. Define the term “research” and stages of the research process with suitable examples.
10. Demonstrate the significance of hypothesis in research by mentioning the types of hypotheses with relevant examples.
11. Explain the term sampling and types of sampling with relevant examples
12. Explain the importance and format of writing Chapter three (Objectives & Methodology) in a research paper.
13. Demonstrate the significance of the stage of Review of literature in research with suitable examples.
14. Write a comprehensive note on quantitative research format in the research writing with relevant examples.

(3x4=12 Weightage)

Part C

Write an essay on any two of the following. Each question carries 5 weightage.

15. Describe the Dos and Don'ts in questionnaire making for survey research.
16. Delineate the ethical significance in research with examples .
17. Explain the difference between content analysis and survey research with examples.
18. Explain the key steps in conducting case study research.

(5x2=10 Weightage)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

**Third Semester MA Journalism and Mass Communication Degree Examination,
November 2025****MJS3C12– Public Relations & Corporate Communication**

(2022 Admission onwards)

Time: 3 hours

Max. Weightage : 30

PART A**Write short notes on any four of the following. Each question carries 2 weightage.**

1. Upward and downward communication
2. Social Auditing
3. Name one propaganda technique and outline its features
4. Ivy Lee
5. SWOT analysis
6. IPRA
7. Differentiate between brand equity and corporate reputation

(2X4= 8 Weightage)**PART B****Write short essay on any four of the following. Each question carries 3 weightage.**

8. Summarize the basic tenets of corporate personality.
9. Discuss the ethical challenges PR professionals face today and how the PRSI code addresses them.
10. Explain the importance of media relations in corporate communication.
11. Mention any three PR tools and explain how they are used.
12. Explain the process of building an effective corporate identity.
13. Critically evaluate the ethical concerns around lobbying in the present-day Indian context.
14. Analyze the benefits and limitations of using generative AI in public relations.

(3x4= 12 Weightage)

PART C

Write essay on any two of the following. Each question carries 5 weightage.

15. How do you prepare an effective PR campaign in Kerala for spreading awareness on crimes against children? Discuss various stages and tools.
16. Discuss the objectives and benefits of CSR for a corporate firm. Do you think CSR activities will enhance a company's public image? Offer your arguments.
17. A luxury hotel brand is accused of discriminatory service toward a customer from a marginalized community. This issue is shared in Social Media. If you are the PR practitioner of the firm, what strategy do you adopt to manage the crisis?
18. Discuss the functions of PR and analyse how it helps in identifying target audience. Substantiate your views.

(5x2= 10 Weightage)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Third Semester MA Journalism and Mass Communication Degree Examination,
November 2025

MJS3C13– Online Journalism

(2022 Admission onwards)

Time: 3 hours

Max. Weightage : 30

Part A

Write short notes on any four of the following. Each question carries 2 weightage.

1. Precision Journalism
2. HTML
3. Web Analytics
4. Joomla!
5. Podcast
6. MoJo
7. Web 2.0

(2x4=8 Weightage)

PART B

Write short essay on any four of the following. Each question carries 3 weightage.

8. Discuss the key differences between online journalism and traditional journalistic practices.
9. Explain the concept of Content Management Systems (CMS) with suitable examples.
10. Describe the basic principles of writing for the web.
11. Examine the role of SEO in an online news portal.
12. Discuss how APIs and mesh-ups improve the interactivity and utility of a news website or portal.
13. Briefly discuss the origin and development of the World Wide Web.
14. How do online advertisements differ from traditional advertisements?

(3x4=12 Weightage)

PART C

Write essay on any two of the following. Each question carries 5 weightage.

15. Discuss on the various trends in online journalism, such as news aggregation and news curation, and its impact on online news dissemination.
16. Analyse the legal and ethical aspects involved in online information dissemination in India.
17. Analyse the socio-political impact of social media platforms like Facebook, Instagram, X etc. on contemporary society.
18. Elaborate on the tools available for online reporting and publishing in a digital newsroom.

(5x2=10 Weightage)

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FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Third Semester MA Journalism and Mass Communication Degree Examination,
November 2025

MJS3C14– Media Management & Entrepreneurship

(2022 Admission onwards)

Time: 3 hours

Max. Weightage : 30

Write short notes on any four of the following. Each question carries 2 weightage

1. IPTV
2. Key Management skills
3. TRP
4. Free Market
5. PCI
6. Cross Media ownership
7. VR

(2x4=8 Weightage)

Write short essay on any four of the following. Each question carries 3 weightage.

8. What are the Characteristics of Media Products?
9. Describe the challenges faced by the mainstream media nowadays.
10. How advertising is managed in newspapers?
11. Write the highlights of Press and Registration of Periodicals Act, 2023.
12. Describe the role of a Community Radio with example.
13. Discuss the new trends in broadcast media.
14. Does audience segmentation help media to be more economic? Explain.

(3x4=12 Weightage)

Write essay on any two of the following. Each question carries 5 weightage.

15. Define free market economy. Write down the pros and cons of Media in a free market economy.
16. How to start a newspaper in India in the current situation? Explain the formalities in detail
17. Explain the media ownership patterns. Describe the pros and cons of each pattern.
18. How a media startup can be successful? Explain in detail with the help of examples.

(5x2=10 Weightage)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Third Semester MA Journalism and Mass Communication Degree Examination,
November 2025

MJS3E01–Documentary Film Production

(2022 Admission onwards)

Time: 3 hours

Max. Weightage : 30

Part A**Write short notes on any four of the following. Each question carries 2 weightage.**

1. No Other Land
2. IDA Award
3. Grierson
4. Visual Language
5. Narrative structure
6. Cannes Film Festival
7. Wipe

(2x4=8 Weightage)**Write a short essay on any four of the following. Each question carries 3 weightage.**

8. Robert Flaherty and his 'Nanook of the North' set a milestone in the history of Documentary film making. Substantiate
9. Write a note on the 78th Cannes film festival
10. What are the roles and responsibilities of a Documentary film editor?
11. Write a short note on Participatory Documentary
12. Editing is the backbone of any good Documentary. Do you agree?
13. What is Ambient Noise? Discuss the topic with examples
14. Write a review of any documentary of your choice

(3x4=12 Weightage)**Write an essay on any two of the following. Each question carries 5 weightage.**

15. Nayanthara's wedding documentary, 'Beyond the Fairytale,' set a new trend in commercializing documentaries. Do you feel positive in this new trend?
16. More than ever, the documentary has become an essential form of communication, grounding us in a moment while providing historical context and nuance. Do you agree to this statement?
17. "Making powerful documentaries do not need plenty of money, sophisticated instrument Travels". Discuss.
18. Elaborate the process of documentary filmmaking from ideation to final production

(5x2=10 Weightage)